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# GREENHOUSE ROSES

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PRICE-LIST

1933

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SOUVENIR. *Plant Patent No. 25*

**A. N. PIERSON • CROMWELL, CONNECTICUT**  
INCORPORATED

# SOUVENIR

December 15, 1932

PLANT PATENT NO. 25

A GOLDEN YELLOW SPORT OF TALISMAN, originating with us in 1930, and the Rose for which Plant Patent No. 25 has been issued. The color is a beautiful shade of yellow, suffused at times with a slight flush of pink, this flush of pink depending upon weather conditions. This tinge only adds to the attractiveness of the Rose. It is a dark enough yellow to show up well under artificial light, and under practically all conditions the color is as good and as usable a yellow as the Rose *Souvenir de Claudius Pernet*, from which *Talisman* is a seedling; and it is to be remembered that *Souvenir* is a sport from *Talisman*, so that the yellow color of *Souvenir* is merely a reversion to the color of *Souvenir de Claudius Pernet* in this sport.

We have, from time to time, counted the petals. As with all Roses, the petalage varies under different conditions and seasons. On November 1 we counted one of the larger flowers, running as high as 53, but *Souvenir* is at its best where the growths are smaller and the average petalage about 35. As a 15- to 18-inch Rose, rather than as a special, *Souvenir* will be found all that can be desired in a yellow Rose.

*Souvenir* is a better grower than *Talisman*. It is a big producer and it has a heavier, stronger neck as well as stem, and this improvement over the stem of *Talisman* was much needed. It is the best yellow Rose we know of today.

*Souvenir* was disseminated by us in the spring of 1932 under contracts with the various growers to whom *Souvenir* was sold, the actual distribution being, up to and including November 15, 1932, 397,992 plants, in addition to 100,000 buds supplied to the Jackson & Perkins Co. for the production of outside Roses. *Souvenir* has been well received by the Rose-growers throughout the country, and is today sold in practically every flower-market in America.

We have experimented with growing *Souvenir* on *Odorata* as well as on *Manetti* stock, and we are convinced that there is nothing to be gained by grafting *Souvenir* on *Odorata*, that *Manetti* stock is, if anything, superior to *Odorata* for growing *Souvenir*. We shall, therefore, in the season of 1933, confine our grafting of the variety entirely to *Manetti*.

**TERMS.** For the reason that we believe those men who purchased *Souvenir* at novelty prices during the spring of 1932 deserve the protection of not being subjected to the unfair competition of those who might purchase the Rose at a reduced figure this season, we have decided to maintain, for 1933, the same prices asked by us during the year of dissemination. All sales must be covered by a contract agreement between the purchaser and us, as was the case in 1932.

<b>PRICES:</b>	\$45 per 100	\$375 per 1000 in 5,000 lots
	\$400 per 1000	\$350 per 1000 in 10,000 lots

**SCIONS** are offered for January and later at \$15 per 100; \$140 per 1000; \$130 per 1000 in 5000 lots; \$120 per 1000 in 10,000 lots.

The following firms, under contract with A. N. Pierson, Inc., are authorized to sell grafted plants and scions of *Souvenir* for greenhouse planting:

WHITE BROTHERS CORPORATION, Medina, N. Y.  
THE HILL FLORAL PRODUCTS CO., Richmond, Ind.

CHARLES H. TOTTY, Madison, N. J.  
ANDERS RASMUSSEN, New Albany, Ind.

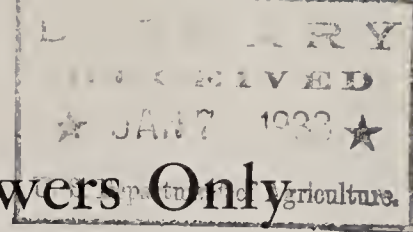
The exclusive rights for the sale of *Souvenir* as field-grown, budded plants for outdoor growing, and the rights to sell budded *Souvenir* for greenhouse growing have been granted to Jackson & Perkins Co., of Newark, N. Y.

The Canadian representative who alone has the right of dissemination of *Souvenir* in Canada is Richmond Roses, Ltd., 107 Simcoe St., Toronto, Ontario.

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**A. N. PIERSON, INC.**  
CROMWELL · CONNECTICUT





# License to Grow Souvenir for Cut-Flowers Only

The rose SOUVENIR to which this agreement applies is the yellow sport of Talisman originating with A. N. Pierson, Incorporated, of Cromwell, Conn., registered by them with the American Rose Society.

SOUVENIR is the property of A. N. Pierson, Inc., and patent No. 25 has now been granted to A. N. Pierson, Inc., covering this rose.

We the undersigned, as purchasers of the rose SOUVENIR, recognize the exclusive rights of reproduction as the property of A. N. Pierson, Inc., and agree that the purchase by us of plants or scions is for the sole purpose of producing cut-flowers, and we do agree that we will not knowingly sell flowers, scions, buds or grafts of SOUVENIR for the purpose of reproducing the variety, nor reproduce the variety by any method unless empowered by A. N. Pierson, Inc., by special license to do so.

We do agree not to export flowers of the variety to any foreign country including Canada, and when plants purchased by us have outlived their usefulness to us, not to dispose of them but to destroy the same, the rights of the production of SOUVENIR for outside growing having been retained by A. N. Pierson, Inc., or disposed of under license to other parties; and we do agree to at all reasonable times allow A. N. Pierson, Inc., or their representatives the right to inspect and inventory our planting of Souvenir.

This license to grow Souvenir is granted by A. N. Pierson, Inc., to the undersigned, his (their) assigns and successors, and is non-exclusive, non-divisible and non-transferable, and violation by the undersigned of these terms shall be sufficient reason for the cancellation of this contract that is granted for the life of the letters patent or for so long as the undersigned may continue to grow SOUVENIR.

A. N. PIERSON, Inc.



## License to Reproduce Souvenir

The rose SOUVENIR to which this agreement applies is the yellow sport of Talisman originating with A. N. Pierson, Incorporated, of Cromwell, Conn., registered by them with the American Rose Society, and to which Plant Patent No. 25 has now been granted.

A. N. Pierson, Incorporated, the owners of the rose SOUVENIR and . . . . . who have (has) applied to them for the right to reproduce Souvenir for the purposes of producing plants for their (his) own growing for the production of cut-flowers, do hereby contract and agree as follows:

A. N. Pierson, Incorporated, grants to . . . . ., and to their (his) successors and assigns of their (his) business, the non-exclusive, non-divisible license to asexually reproduce such plants of Souvenir as may be required for the planting of this variety by them (him) during the life of the letters patents granted for the rose Souvenir, or during the years in which they (he) continue to grow and reproduce the rose Souvenir, . . . . . agreeing that no reproduction shall be made during the year 1932.

. . . . . agrees to render to A. N. Pierson, Inc., between July 1st and July 15th annually a sworn statement of the number of new plants actually set during the preceding season and which are not plants upon which a royalty has previously been paid; and to pay to A. N. Pierson, Incorporated, the sum of ten cents for each plant that has been reproduced by them (him) and actually set in beds or benches. This account shall be payable on July 15th.

. . . . . agree to destroy and not dispose of any plants that may be produced in surplus and not be required by them (him) for their (his) exclusive planting for cut-flower purposes.

It is understood and agreed that violation of this agreement by either the failure to make annual reports to A. N. Pierson, Incorporated, or to make payments of royalties as may be due or violation of the restriction as to the selling of Souvenir, either plants or scions for the purpose of reproducing plants, shall be sufficient cause for the cancelling of this contract and the withdrawal by A. N. Pierson, Inc., of the right to make reproduction of the variety Souvenir.

A. N. PIERSON, Inc.

# *List of Purchasers of Souvenir on November 15, 1932, with the Number of Plants Which They Have a Legal Right to Grow for the Purpose of Producing Cut-Flowers, a total of 397,992*

## **Alabama:**

100 Rosemont Gardens, Inc., Montgomery

## **California:**

25 Amling Brothers, Santa Ana  
3000 Armacost & Royston, Los Angeles  
2000 Avansino & Mortenson, San Francisco  
50 Ferrari Brothers, San Francisco  
1200 Groen, C. J., Montebello  
10 Massa & Sons, A. F., Richmond  
45 Mission Oak Nurseries, Santa Barbara  
500 McLellan Co., E. W., Burlingame  
25 Smith, John, Hayward

## **Colorado:**

100 Cartwright Floral Co., Denver  
280 Elitch Gardens Co., Denver  
2100 Flower Grower and Supply Co. Associates, Denver  
400 Franc & Son, Charles, Denver  
250 Gaul Brothers, Wheatridge  
400 Myer, B. K., Denver  
525 Pikes Peak Floral Co., Colorado Springs  
700 Voegler, Robert, Wheatridge

## **Connecticut:**

60 Bartlett, Allan, Greenwich  
75 Bedford Estate, Green Farms  
100 Fillow Floral Co., Westport  
47 Goodwin, Mrs. J. S., Hartford  
600 Grillo & Bros., D., Meriden  
1550 Grillo, Nicholas, Milldale  
50 Hartford Retreat, Hartford  
4 Leigh, Mrs. Frances, Bridgeport  
100 Lewis, W. R., Ridgefield  
300 Moscarillo, John, Torrington  
5000 Pinchbeck, William, Jr., Guilford  
30 Putnam, W. H., Hartford  
500 Saxe & Floto, Waterbury  
12 Stoeckel, R. B., Norfolk  
30 Talcot Estate; Frederick Gross, Gardener, Talcotville  
12500 Traendley & Schenck, Rowayton  
250 Whiting Greenhouses, West Hartford

## **Delaware:**

50 DuPont, Ircnce, Wilmington  
50 DuPont, A. I., Wilmington  
62 Fullerton, Wilmington

## **District of Columbia:**

1500 Gude & Sons Co., A., Washington  
750 Gude Brothers, Washington  
100 U. S. Department of Agriculture, Bureau Plant Industry

## **Florida:**

1 Cassidy, W. J., Arlington  
200 Hart, Oliver, Fort Moosa Gardens, St. Augustine  
100 Palm Beach Co., Palm Beach  
150 Phipps Estate, Palm Beach  
25 Reasoner Brothers, Oneco

## **Georgia:**

10 Smith's Murray Hill Floral Co., Atlanta  
30 Thomasville Nurseries, Inc., Thomasville

## **Idaho:**

100 Johnson Floral Co., Boise

## **Illinois:**

50000 Amling Rose Co., Pana  
300 Amling Co., Albert F., Maywood  
250 Bassett & Washburn, Chicago  
13 Erickson, C. L., Princeton  
100 Findlay, Gardener for Warren Wright, Golf  
192 Flower Shop, Hoopestown  
1000 Gullet & Sons, Lincoln  
5000 Hausserman, C., Melrose Park  
100 Mill Road Farm, Everett  
50 University of Illinois, Urbana  
300 West Frankfort Greenhouses, W. Frankfort

## **Indiana:**

6618 Hill Co., E. G., Richmond  
3680 Hill Co., Joseph, Richmond  
50 Knightstown Greenhouses, Inc., Knightstown  
250 Knipe, Tom, Kokomo  
25 Neuman, E. A., Spring Grove  
10000 Rasmussen & Sons, A., New Albany

## **Iowa:**

200 Gabrish, L., Boone  
100 Iowa Soldiers' Orphans Home, Davenport

## **Kansas:**

6 Rinehardt, A. T., Lawrence

## **Kentucky:**

100 Metcalfe, T. L., Hopkinsville  
1100 Pleasantview Greenhouses, Madisonville

## **Maine:**

50 Brook Lodge Gardens, Augusta  
50 Burr's Greenhouses, Freeport  
110 Olm, Paul M., Bath

## **Maryland:**

50 Bester & Sons, Henry A., Hagerstown  
1075 Stevenson Brothers, Towson

## **Massachusetts:**

650 Aitken, Mark, Springfield  
4420 Anderson, Paul H., Woburn  
50 Bannister, James, Manchester  
3600 Belmont Gardens, Belmont  
2600 Butler & Ullman, Northampton  
50 Fundlayson, Duncan; Lars Anderson, Gardener, Jamaica Plains  
3000 Halifax Gardens Co., Halifax  
2 Hathaway, Ellen, New Bedford  
700 Montgomery, Alexander, Natick  
7200 Montgomery Company, Hadley  
75 Mount Williams Greenhouses, North Adams  
2000 New England Rose Conservatories, Boston  
25 Paine, R. T.; Charles Hurley, Gardener, Chestnut Hill  
2400 Reading Greenhouses, Reading  
8000 Roland, Thomas, Inc., Nahant  
12 Saltonstall Estate, G. Palmer, Chestnut Hill  
75 Thompson, George, Gardener for Mrs. C. deHeredia, Lenox  
215 Warburton, C., Fall River  
25 Webster, E. S.; Peter Arnot, Gardener, Chestnut Hill  
50 Weld, Mrs. C. G.; Wm. Rust, Gardener, Brookline  
1000 Winchester Conservatories, Winchester  
540 Wollrath & Sons, Waltham

## **Michigan:**

36 Buhl, Mrs. L. D., Grosse Pointe  
45 Earhardt, H. B., Ann Arbor  
12 Ford Estate, E. L., Grosse Pointe  
40 Newbury, John S., Grosse Pointe  
50 Schlotman, J. B., Grosse Pointe  
50 Speck, Mrs. Elmer D., Grosse Pointe  
100 Stahelin, H. A., Detroit  
25 Torrey, Dr. H. N., Detroit  
10 Truett's Greenhouses, Tipton  
1000 Van Bochove & Bros., Kalamazoo  
4000 Vermeulen, Florist, Mt. Clemens  
10 Whitcomb, E. B., Grosse Pointe

## **Minnesota:**

25 Hibbing Park Board, Hibbing  
1900 Holm & Olson, Rochester  
600 Rosacker & Co., Hans, Minneapolis

## **Mississippi:**

25 Hazelhurst Floral Co., Hazelhurst

## **New Jersey:**

25 Agricultural Exp. Station, New Brunswick  
3500 Asmus, E. G., Closter  
800 Behre, Charles, New Providence  
25 Bergfels, W. H., Pompton Plains  
50 Bobbink & Atkins, Rutherford  
24 Clark, Samuel, Peapack  
1500 Dean & Co., Little Silver  
600 Doremus, Leon, Madison  
6200 Duckham Pierson Co., Madison  
3000 Henshaw Floral Co., Newark  
25 Kinmouth, Lyle, Asbury Park  
12 McFaddin, H. D., E. Orange  
7300 Noe, Louis A., Madison  
50 Roach, Alfred, Gardener for S. Z. Mitchell, Orange  
1400 Roberts, Stanley, Madison  
100 Seabrook Farms, Bridgeton  
6060 Totty, Charles, Madison  
50 Vert, William, Madison  
6500 Wright, Norman H., Cranbury

## **Missouri:**

700 Klaus, John, Graceland Greenhouses, Greenwood  
10000 St. Louis Rose Co., St. Louis  
250 Stuppy Floral Co., St. Joseph  
25 Wonneman, C. C., Mexico

## **New Hampshire:**

7625 Elliott & Sons, W. H., Madbury  
25 University of New Hampshire, Durham

## **New York:**

12000 Abrams, F. B., Blue Point  
40 Arents, George, Port Chester  
7000 Baker & Son, C. F., Utica  
100 Baker, George F., Locust Valley  
200 Barrett, James, Troy  
2970 Bertanzel, C. F., Roslyn  
3260 Bianchi, I. W., Patchogue  
50 Bonncy, Mrs. L. W.; Robert Wood, Gardener, Flushing  
25 Bool Floral Co., Ithaca  
25 Bunn, Edward, Gardener Colgate Estate, Yonkers  
500 Burgevin, Valentine, Kingston  
10000 Burns, A. S., Jr., Spring Valley



## LIST OF PURCHASERS, continued

### New York:

- 25 Carter, Charles, Gardener Ayres Estate, Glen Cove
- 5000 Chevalley, Julius, Blue Point
- 65 Constable Estate; James Stuart, Gardener, Mamaroneck
- 60 Craig House Corporation, Beacon
- 515 Danker, F. A., Albany
- 50 Dodd, Ernest S., Tuxedo Park
- 50 Dolan, F. J., Bedford
- 25 Douglas, Mrs. G., Tuxedo Park
- 200 Duke Estate; J. S. Walker, Gardener, Chauncy
- 50 Earl, Eric, Great Neck
- 100 Eldredge, R., Great Neck
- 100 Field Estate; J. S. Gillies, Gardener, Huntington
- 30 Goodfellow, William, Gardener Harriman Estate, Harriman
- 100 Guggenheim, S. R., Port Washington
- 25 Ham, Winston, Tuxedo Park
- 25 Handleman, Herbert, Irvington
- 55 Harris, Arthur, Oyster Bay
- 15200 Hart, George B., Rochester
- 60 Hillholm Estate, Port Chester
- 250 Hotaling, Frank, Amsterdam
- 50 Inglis, E., Gardener Hanes Estate, Port Chester
- 50 Johnson, J. F., Glen Cove
- 50 Koenig, A., New York City
- 18 Kosteki, Charles, Superintendent A. S. Conart, Tuxedo Park
- 1670 Kottmiller, Inc., Searington
- 50 Mallory Estate; M. Seafey, Gardener, Port Chester
- 100 Mason Estate, Tuxedo Park
- 50 McCann Estate, Oyster Bay
- 55 McCord, William F., Tarrytown
- 60 McDonald, Livingston, Gardener Cole Estate, Irvington
- 50 Melrose, J. G., Cold Spring Harbor
- 100 Michelsen, H., Gardener Whitney Estate, Manhasset
- 50 Mitchell, Eugene T., Tuxedo Park
- 100 Overcreek Greenhouses, New Hamburg
- 50 Penson, George, Roslyn
- 19000 Peters & Sons, George, Hempstead
- 75 Phipps, Howard; L. J. Muller, Gardener, Westbury
- 50 Pratt Estate, Glen Cove
- 500 Pye, Robert, Nyack
- 100 Reoch, Alfred, Oyster Bay
- 11100 Richmond Floral Co., Richmond, S. I.
- 100 Rogers, Mrs. E. P.; Frank Nash, Superintendent, East Aurora
- 12 Sams Estate, E. C., B. S. Golby, New Rochelle
- 50 Scharoun, F. W., Gardener for Miss B. F. Smith, Syracuse
- 15 Schling, Inc., Max
- 100 Shaw & Boehler, Auburn
- 200 Strachan, Andrew, Roslyn
- 25 Tabb, Nicholas, Southampton
- 100 Telford, Isabelle; Joseph Pansey, Gardener, Tuxedo Park

### New York:

- 100 Tieman, Louis, Port Washington
- 6 University of Syracuse, Syracuse
- 2620 White Bros. Corporation, Medina
- 24 Whiting, Giles, Scarborough
- 6 Wickes Estate; Charles Parente, Gardener, Oyster Bay
- 6 Wyckoff, Mrs. O. G., Great Neck

### North Carolina:

- 25 Drage, Alfred, Winston-Salem
- 650 Fallon, J. J., Inc., Raleigh
- 75 Morrison, Mrs. Cameron, Charlotte
- 10 Randall, G. I., Raleigh
- 10 Stepp Glad Dahlia Gardens, Hendersonville

### North Dakota:

- 100 Myer, Hoskins, Bismarck

### Ohio:

- 500 Alwood, A. J., Columbus
- 10 Benjamin, Dr. J. E., Cincinnati
- 100 Carek, Florist, Lorain
- 50 Clary Brothers, Coshocton
- 2500 Fisher Flower Shop\*, Cleveland

*\*This concern has since shipment of these plants become bankrupt. The rights of A. N. Pierson, Inc., on this Rose as covered by the contract were recognized by the bankruptcy court in Ohio and the plants were ordered to be left upon the property undisposed by the judge in ordering the sale of assets of this bankrupt concern, and the purchaser was held by the contract.*

- 100 Merkel & Sons, C., Mentor
- 50 Richards, W. S., Perrysburg
- 12 Rock Hill Gardens, Alliance
- 110 Winding Creek Farm, Blue Ash

### Oklahoma:

- 500 Batten Floral Co., Oklahoma City
- 100 Webb Floral Co., Muskogee

### Oregon:

- 1000 Chase Garden Co., Eugene

### Pennsylvania:

- 13000 Andre, John R, Doylestown
- 250 Beunnings, Florist, Easton
- 400 Burton, George, Chestnut Hill
- 12 Clark, Fred, Treesdale Farm, Mars
- 25 Colton, Bryn Mawr
- 11600 Cremer, F. E., Hanover
- 25 Dauber, John, York
- 100 Dickson, F. E., Elkins Park
- 1400 Dillon, J. L., Bloomsburg
- 333 Doemling, August, Lansdowne
- 25 Douglas Nurseries, Inc., Boyerstown
- 75 Franklyn Farms, Sewickley
- 1200 George & Sons, W. S., Carlisle
- 5160 Heacock Co., Joseph, Wyncote
- 200 Kleinheinz, William, Gardener for Wiedener Estate, Elkins Park
- 100 McCallum Co., Zelienople
- 50 Mellon Estate, Pittsburgh
- 415 Mortenson, Stephen, Southampton
- 1000 Murdock, William, Titusville

### Pennsylvania:

- 100 Myers & Samtman, Chestnut Hill
- 24 Oliver, Mrs. J. W., Sewickley
- 250 Penn Floral Co., Kingston
- 500 Pittsburgh Cut Flower Co., Pittsburgh
- 75 Robinson, William, Gardener Schwab Estate, Loretta
- 500 Sawyer & Johnson, Bethlehem
- 6575 Thompson Sons, J. H., Kennett Square
- 2195 Walton & Sons, E. B., Toughkenamon
- 300 Warrick Brothers, Washington
- 125 Wicks, Allan T., Gardener for Elkins Estate, Chestnut Hill
- 50 Widener Estate; William Stark, Gardener, Chestnut Hill
- 1800 Yeatman, P. J., Kennett Square
- 1500 Young, John Welsh, Enfield

### Rhode Island:

- 50 Astor Estate, Vincent, Newport
- 50 Booth, John R., Newport
- 10 Brownell, Walter D., Providence
- 13500 Budlong Rose Co., Auburn
- 50 Butterson, Bruce, Newport
- 1000 Jurgens, Carl, Newport
- 1250 McCarthy, Charles T., Providence
- 1250 Munro, Inc., Westerly
- 200 Murdock, James F., Newport
- 50 VanBeuren, M. M., Newport
- 150 Winsock, Joseph, Newport

### Tennessee:

- 4025 Baum's Home of Flowers, Knoxville
- 12 Buffa, E., Memphis
- 100 Geny & Son, O., Nashville
- 250 Joy Floral Co., Nashville

### Texas:

- 600 Greenwood Floral Co., Fort Worth
- 6 Hampton, Mrs. Halley Bradley, Fort Worth
- 500 Southern Floral Co., Houston

### Utah:

- 25 Miller Floral Co., Farmington

### Vermont:

- 1700 Weston Heights Rose Gardens, Windsor

### Virginia:

- 910 Doyle, Lynchburg
- 500 Kimmerling Bros., Inc., Roanoke
- 350 Markow, Theodore, Richmond
- 25 Tiverton Farms, Greenwood

### Washington:

- 500 Beall's Greenhouses, Vashon Island
- 2 Elmore, P. N., Tacoma
- 350 Glenrose Greenhouses, Spokane
- 1000 Hollywood Greenhouses, Woodinville

### West Virginia:

- 750 Dieckman & Son, John, Elm Grove

### Wisconsin:

- 1500 Cudahy Floral Co., Cudahy

The following firms have applied to us and have been licensed by us to propagate by budding or grafting Souvenir for their own planting, but not for sale:

JOHN R. ANDRE, Doylestown, Pa.  
 ARMACOST & ROYSTON, Sawtelle, Calif.  
 AMLING ROSE COMPANY, Pana, Ills.  
 BASSETT & WASHBURN, Chicago, Ills.

CHASE GARDENS, Eugene, Ore.  
 GEORGE B. HART, Rochester, N. Y.  
 E. W. McLELLAN & Co., Burlingame, Calif.  
 T. L. METCALFE, Hopkinsville, Ky.

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# NEW ROSE, MARY HART

*Plant Patent No. 8*

(GEORGE B. HART)

THERE are, at the date this is written (November 25, 1932), according to those who profess to know facts, over thirty applications on file at the office of the Patent Bureau for new Roses that are sports of Talisman. Many of these, no doubt, are identical with Talisman and many are but slight, if any, improvement on that variety. It is the radical break in color that makes for value in sports. First Souvenir and now Mary Hart are radically different from the parent in color. They have not lost the strength, vigor, and producing power of Talisman, and in some points they excel.

MARY HART was recognized and propagated by George B. Hart at his Fairport, N. Y., range of Rose-houses. It appealed to us because of its brilliant scarlet color. We have planted 4000 plants and are assisting George B. Hart in its dissemination. While it is a brilliant scarlet, its color is not to be confused with the crimson of Senior and Templar. The scarlet in Mary Hart has a salmon base which sometimes shows in the center petals and also in the color of the open or fading flower. This salmon tinge is by far less noticed in the medium and shorter grades, and appears mostly on the extremely heavy growths. Mary Hart is at its best as to color, form of flower and stem as a 12- to 18-inch Rose, and that is the real Rose of commerce.

The flower is carried on a stem equal to or better than that of the parent. It is a free-flowering, brilliant scarlet Talisman, unlike any other sport of Talisman known to us. A distinct and valuable Rose for the average Rose-grower.

We offer grafted plants only, all scion rights being reserved by George B. Hart.

## PRICES: 2¼-inch grafted plants

\$45.00 per 100

\$400.00 per 1000, in 1000 to 3000 lots

\$375.00 per 1000, in 3000 to 7000 lots

\$350.00 per 1000, in 7000 to 50,000 lots

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*Subject to Contract for Growing Cut-Flowers Only*

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## NEW ROSE, MARY HART

*Plant Patent No. 8*

# NEW ROSE, SENIOR

*Plant Patent No. 2*

(FRANK SPANBAUER)

THIS valuable new Rose is owned and patented by Frank Spanbauer, of Medina, N. Y., and is a crimson seedling resulting from a cross of Richmond, a Rose well remembered by the Rose-growers of America, and the old, deep crimson favorite of the garden, General Jacqueminot. The first dissemination of this Rose was made during the spring of 1932, and it has been favorably received by growers and retail florists. It is, by comparison, a large Rose. The color is deep

crimson, and, like all Roses of that color, it needs clear, bright weather to produce it at its best. It makes good, stiff stems and produces at least the average quantity, as compared to the best Roses of commerce outside the Talisman family. Templar has been, and still is, a standard for this red or crimson class, but to many growers Senior appeals on the basis of keeping quality and strength of stem. We planted 7000 Senior this past spring and shall materially increase our planting.

## PRICES. 2¼-inch grafted plants:

Subject to Contract for Growing  
Cut-Flowers Only

\$40.00	per 100
\$350.00	per 1000
\$340.00	per 1000, in lots of 2500
\$330.00	per 1000, in lots of 5000
\$320.00	per 1000, in lots of 7500
\$300.00	per 1000, in lots of 10,000

# NEW ROSE

# COUNTESS VANDAL

(Illustrated on  
page 11)

*Plant Patent No. 38*

(JACKSON & PERKINS COMPANY)

THIS Rose, covered by Plant Patent No. 38, is a new seedling variety. Ophelia, from which Mme. Butterfly is a sport and which as a parent plant has entered into many of our finest Roses of today, together with Mrs. Aaron Ward, with its wonderful production and its coppery color, and Souvenir de Claudius Pernet are the parent varieties back of Countess Vandal. Below follows the introducer's description:

"Countess Vandal has an unusually long, tapered bud, generally 2½ to 3 inches long and over. It keeps well at that stage, with green sepals tight to the bud. The first color is bronzy orange-carmine, graduating to yellow at the base. As the bud develops, the bronze lightens to orange-pink, and the inside of the petals shows a blend of pink, chamois, and gold. The flower is fairly double, having 30 to 35 petals. The stems are long and rigid and the large, ample foliage is deep green

in color. It is a heavy and continuous producer. The shipping and keeping qualities of Countess Vandal are excellent, and we find that it grows best at the temperature of Talisman."

In the search for newness and for variety needed to hold the public interest in Roses, the fact has been impressed upon us that the color of Countess Vandal is new to the Rose trade of today, and that there is a demand for this variety from those who discriminate in Roses. If there be faults—and these are usually to be found, for instance, the fact that it does not always come up to the petal-age given is most noticeable—yet it has proved from trials made with us to be a good-keeping flower as well as a pleasing distinct novelty.

A. N. Pierson, Inc., offer only grafted plants for April and later delivery, subject to contract for growing cut-flowers only.

## PRICES. 2¼-inch grafted plants:

\$45.00	per 100
\$400	per 1000
\$375.00	per 1000, in 5000 lots
\$350.00	per 1000, in 10,000 lots





NEW ROSE, SENIOR (Frank Spanbauer)  
*Plant Patent No. 2*



# GENERAL LIST OF GREENHOUSE ROSES

WE GROW grafted Roses for greenhouse planting in large quantities. This season we shall graft about 700,000. We do not grow own-root Rose plants. With few exceptions, these Roses are better grafted on Manetti stock than when grown on their own roots. Stronger plants, increased production, and flowers of better quality are obtained from the grafted plant. Making a comparison between grafted and own-root Roses, both subjects being selected as fair samples, the grafted plant at once shows a superiority which it maintains.

We can fill your retail orders for Rose plants. We have built for ourselves a reputation for producing the best Rose-stock that can be grown. That reputation is ours to maintain. For private work, we advise the use of plants from 3-inch pots, shipped when ready for planting, or at least a month before needed if they are to be repotted into 4-inch pots. When you wish us to repot your order, allow four weeks for the shift from 2¼- to 3-inch pots, and six weeks for the shift from 3- to 4-inch pots. After May 1 we are usually able to fill orders for any varieties listed from 3-inch pots.

*Order Your Roses Now.*

Have Them the Size You Want Them  
When You Are Ready for Them

## PRICES ON GRAFTED GREENHOUSE ROSES

(Unless Otherwise Specified)

	Each	Doz.	100	1000
From 2¼-inch pots	\$0 30	\$3 00	\$22 00	\$200 00
5000 to 7500, less 5 per cent discount; 7500 or more, less 10 per cent discount.				
From 3-inch pots	40	4 00	28 00	
From 4-inch pots	50	5 00	35 00	

*Three or more of a variety at dozen rate; 25 or more at 100 rate, 250 or more at 1000 rate*

## PACKING CHARGES FOR GRAFTED ROSES

Plants from 2¼-inch pots: Minimum charge, 50 cts.; in quantity, \$1 per 100  
Plants from 3- and 4-inch pots: Minimum charge, 50 cts.; 50 or more plants, \$1.50 per 100  
No packing charges on prepaid orders

### JOANNA HILL

The wonderful yellow Rose pronounced by wholesalers, and retailers as well, to be the best yellow Rose yet introduced. It is a seedling of Amelia Gude and Mmc. Butterfly. The blooms are clear yellow, deepening at the center, and hold their color under artificial light. It produces strong stems without pinching, and can be grown at low cost and sold at a more reasonable price than Souvenir de Claudius Pernet.

### RAPTURE

In practically all respects, Rapture is a rose-pink Butterfly with, under good conditions of growth, a slight increase in petalage. It has not been quite so good a grower as the parent, but as the season has advanced it has shown improvement in this respect. While it is somewhat closer jointed and does not tend to as long stems, this is compensated for by the fact that the trade likes the Rose for its coloring, and it sells at a slighter higher price on the market. There is room for Butterfly and for Rapture. They are enough different to be distinct, and both good enough to deserve general culture.

### BRIARCLIFF

One might almost say the Universal Rose. There has never been in commerce a variety in its color that has had the same recognition. Briarcliff has supplanted Columbia entirely, and, without a doubt, there are more grown today than of any other Rose except, perhaps, Premier and its sports.

### DOUBLE WHITE KILLARNEY

The leading and best white Rose ever grown, when quality of bloom is considered. There have been many sports of White Killarney, but this Rose, known as the Budlong strain, has shown superiority to the other sports in every respect, and it is recognized today that Double White Killarney means the Budlong strain. It is pure white, and the flowers are of great substance.

### HOLLYWOOD

Similar to but brighter and better than Premier Supreme is the story of Hollywood. In its first year with us it has proved that it is brighter and better in color, and shows now that it may equal Supreme as a grower. A mighty fine Rose.

### MME. BUTTERFLY

A sport of Ophelia which carries on so many of the excellent qualities of its parent that it is, without doubt, the most widely grown and the most popular Rose in its color—shell or flesh-pink with the Ophelia shadings deepened and intensified. A real commercial sort, good from the grower's standpoint. A good Rose to ship, a good Rose from the retailer's standpoint, and a popular Rose with the public. In growth Mmc. Butterfly is surpassing the parent and this feature alone recommends it to all. Foliage, stem, and flower are all Ophelia—improved and glorified.

### PREMIER SUPREME

To those who have gone from Columbia to Briarcliff, and those who went from Ophelia to Butterfly, the casting aside of a parent for an offspring is not a new story. Premier Supreme has had a good, fair trial throughout the country, and has not been found lacking in the essentials of a good Rose, and the merits of this sport have now become known.

### TALISMAN

We have, this year, 50,000 plants of Talisman growing on our place, and it is one of the freest-growing, easiest handling varieties that we have ever had growing in the greenhouse benches. The color is very hard to describe. It is a combination of yellow and copper, suffused with pink in the bud.

It is amply double to be a good commercial cut-flower Rose, and yet a Rose of this petalage will open freely and easily, being in the open form somewhat similar to Butterfly—although the petal is larger and heavier than the petals of Butterfly.

As the flower opens, as with all Roses carrying these yellow and copper shades, it changes color, and the half-open color carries a decidedly old-rose pink above the yellow base, and as this fades to lighter pink, the deeper pink that is in the original flower becomes more intensified, probably by contrast. It is a very charming color but one that it is almost impossible to describe accurately and that is entirely distinct from anything we have had in commerce for cut-flower purposes.

### MRS. R. M. FINCH

A new Polyantha Rose that has become very popular with the trade who know it, for greenhouse growing for a Rose of the Baby Rambler type. Rose or shell-pink in color, larger than the well-known Cécile Brunner.



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## NEW ROSE, COUNTESS VANDAL

*Plant Patent No. 38*





*TEMPLAR is the most fragrant Rose we know. It has made good and is today the standard by which red Roses are judged.*

## TEMPLAR

(Montgomery Company)

**I**N COLOR, Templar is a clear, even shade of red that does not change to blue or purple as the flower ages. It is a color that holds well at all times and at all seasons. The stem is good. It does not make, as a rule, extra-long grades without pinching, due to the number of flower-shoots made, but it does, when pinched, show the Premier characteristic of making low growths above the pinch.

Templar has made a good record for those who planted it and has filled a long-felt want. A red Rose that is commercially profitable, Templar has proved itself to be the variety needed to fill the gap and has put red Roses in the class with other much-used colors.

This ability to grow and to produce in winter is its strongest point. At no time will this Rose stop growing freely. It has proved the most prolific red Rose of the greenhouse forcing varieties, producing a big cut of uniformly good, fragrant, salable blooms.

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A. N. PIERSON, INC., CROMWELL, CONN.